

## REMARKS

Claims 1-6, 8-10, 12, 13 and 15 are now pending in the application. The Examiner is respectfully requested to reconsider and withdraw the rejections in view of the amendments and remarks contained herein.

### REJECTION UNDER 35 U.S.C. § 103

Claims 9 and 15 stand rejected under 35 U.S.C. § 103(a) based on Tamura (U.S. Pat. No. 7,098,902) in view of Morita et al. (U.S. Pub. No. 2005/0017965 A1). This rejection is respectfully traversed.

At the outset, Applicants note that Morita et al. does not qualify as prior art to the present application. The present application was filed on March 24, 2004. Morita et al. was filed in the United States on, and therefore has an effective filing date of, April 23, 2004. See MPEP 706.02, Section V. Because Morita et al. was filed after the present application, it does not qualify as prior art to the present application and must be removed as a prior art reference.

As noted by the Examiner, Tamura does not teach a determination circuit that determines whether a drive voltage is supplied from a voltage supply circuit, and, if the determination is negative, re-starts the voltage supply circuit. See Office Action, 10/2/2007, p. 2.

Thus, the prior art fails to teach or suggest the display drive device recited by Claim 9 and the drive setup method recited by Claim 15. Reconsideration and withdrawal of the rejections are respectfully requested.

### REJECTION UNDER 35 U.S.C. § 102

Claims 1-6, 8, 10, 12 and 13 stand rejected under 35 U.S.C. § 102(b) as being anticipated by Tamura (U.S. Pat. No. 7,098,902). This rejection is respectfully traversed.

Claim 1 recites a determination circuit that determines whether a drive voltage is supplied from a voltage supply circuit that supplies a drive voltage to the drive circuit based on the screen information read by the control circuit, and, if the determination is negative, re-starts the voltage supply circuit. Similar limitations are recited by Claim 8. As noted by the Examiner, these limitations are not disclosed by Tamura. See Office Action, 10/2/2007, p. 2.

For at least these reasons, Claims 1 and 8 define over Tamura. Applicants note that Claims 2-6 depend either directly or indirectly from Claim 1 and likewise define over Tamura. Thus, Claims 1-6 and 8 are in condition for allowance. Reconsideration and withdrawal of the rejections are respectfully requested.

Claims 10, 12, and 13 depend either directly or indirectly from Claim 9, which defines over the prior art as discussed in detail above. Therefore, Claims 10, 12, and 13 likewise define over the prior art and are in condition for allowance. Reconsideration and withdrawal of the rejections are respectfully requested.

### CONCLUSION

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request

that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action and the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

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